

Dear FCC, SDARS represent a cultural revolution in how music, news, and information are disseminated. It is an idea whose time has come. As with all revolutions, there is resistance. Rather than invest, evolve, and compete, the NAB has chosen to stifle this revolution by seeking government protection. SDARS represent choice on how and where the public gets its information. More and more of the public are paying for the privilege of receiving superior content. It is the answer to the consolidation that has taken place by the primary sponsors of the NAB, where choice and variety are continually being eroded. Many people, including myself, have quit listening to traditional broadcasters due to their canned programming, lack of content, and incessant commercials. The NAB needs competition from SDARS on all fronts. It is time for the FCC, as representatives for the people, to say to the NAB, evolve or pass into the dustbin of history.

The NAB argues that SDARS should be prohibited from delivering content that differs from one location to another. In other words, they want to restrict the public's choice. They want to prohibit the SDARS from targeting their audience; i.e., their revenue. They literally want to have the only game in town. How is the public harmed by SDARS? It's not. Quite the contrary, the public benefits enormously with greater choice. No doubt they will argue that without local content, communities will be undermined. Thus their second argument seeks to prevent SDARS from delivering local content.

It is disingenuous of NAB to argue against SDARS providing local content, when at the same time, in order to maximize their profits, members of NAB are pushing their cookie cutter stations across the nation, eroding local content as they go. It makes no more sense to prohibit SDARS from providing local content than it does to restrict members of NAB from consolidating their programming into nation wide content. They simply want to have their cake and eat it too. Competition serves the public interest by providing choice. Let the public decide. We will all benefit. Their argument is aimed directly at the new weather and traffic reporting offered by SDARS. The public benefits enormously by having timely, up-to-date, regional reporting. It contributes to safety, health, and well being of the public in the local communities as well as those passing through it and the surrounding areas.

Finally, the NAB would like to re-evaluate the impact of SDARS on local broadcasting. It's a battle NAB might lose in the court of public opinion. SDARS will never be able to provide local content as well as the local broadcasters whose employees live and work in the local community. SDARS free the local broadcasters to concentrate on what the local broadcasters do best, providing community content. SDARS fills the gap where local broadcasters have always been deficient, tying communities together with regional content. It's a natural evolution that needs no government regulation.

I recommend that the FCC dismiss this petition from the NAB on the grounds that it is not in the public interest.

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